WOMEN IN PUBLIC FINANCE

WPF CHAPTER RESOURCES

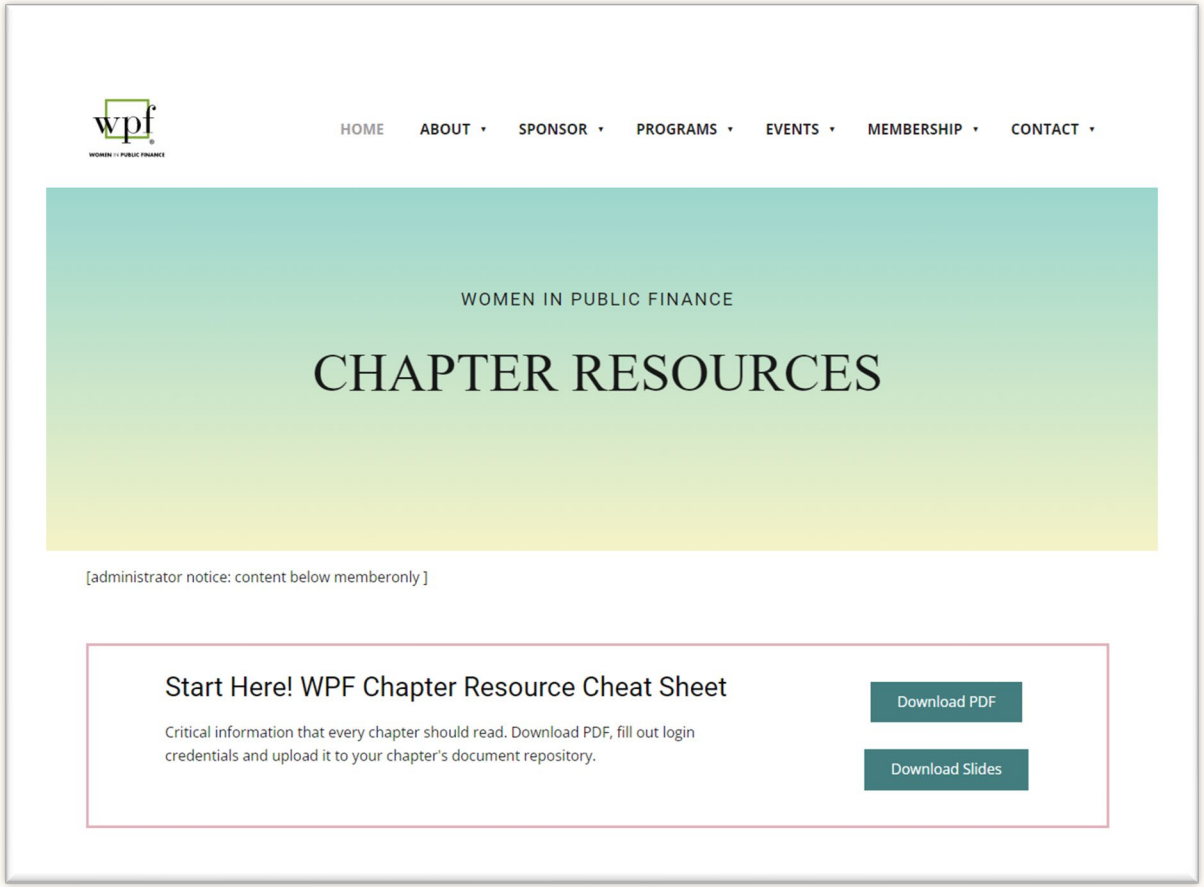
Presentation

AGENDA

- CHAPTER'S EMAIL ACCOUNT
- DOCUMENT REPOSITORY
- EVENT CREATION AND POSTING
- EDITING YOUR WEBSITE
- EMAIL MARKETING
- Tips & Tricks with Lillie Jo Krest
- Q&A

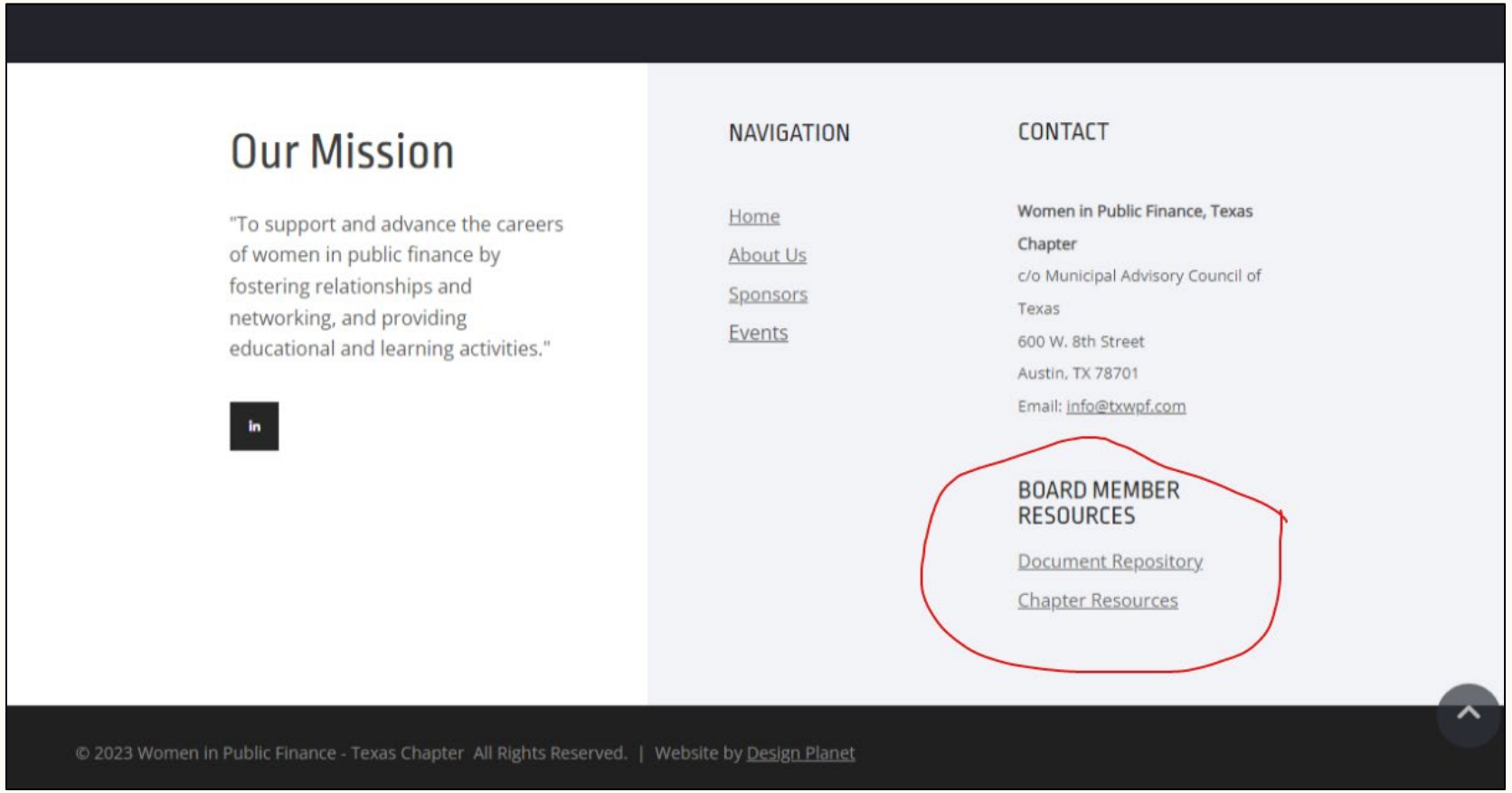
START HERE

https://www.wpfc.com/chapter-resources



AVAILABLE HERE

On footer of your chapter's website



EMAIL ACCOUNT

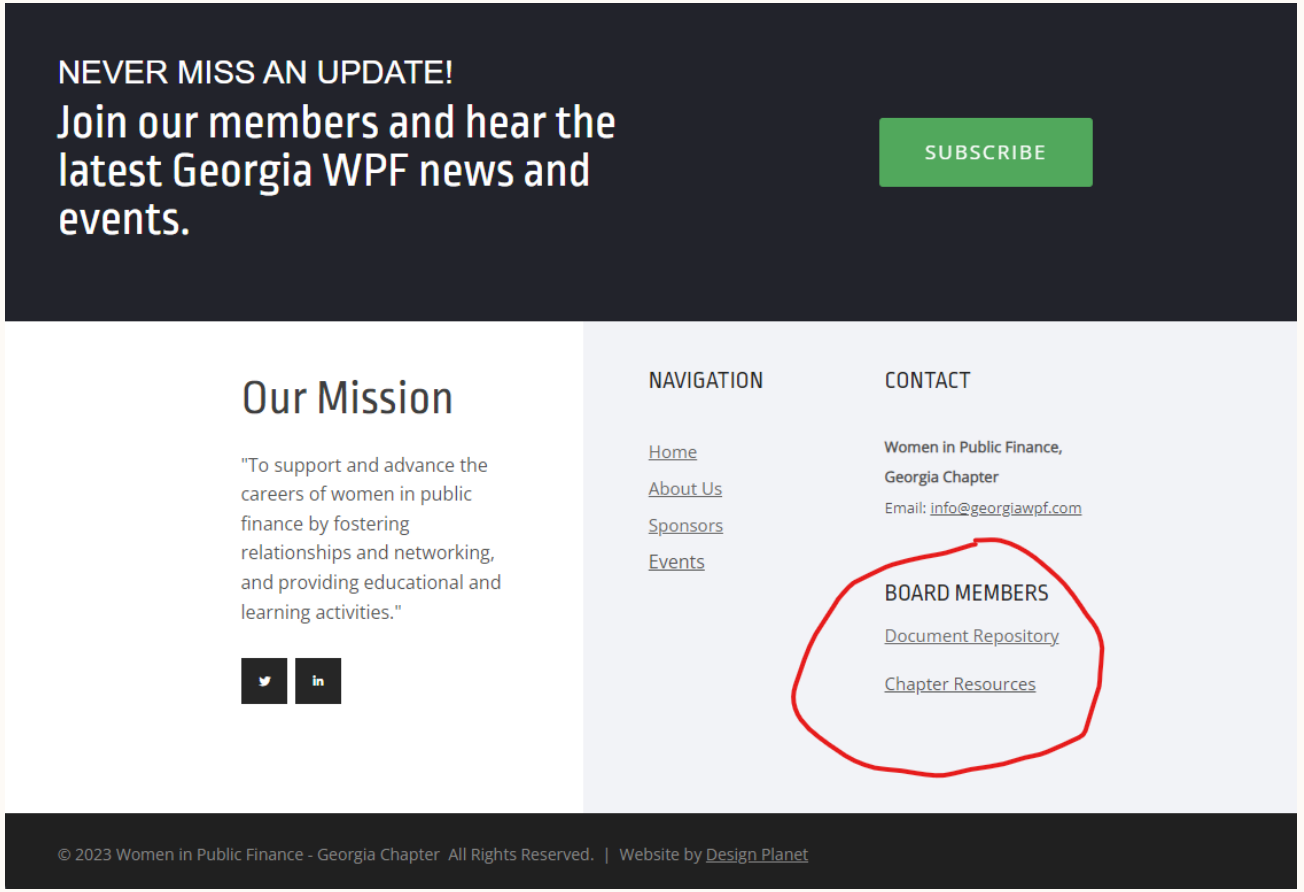
And your mailing address

DOCUMENT REPOSITORY

Store, manage and view documents

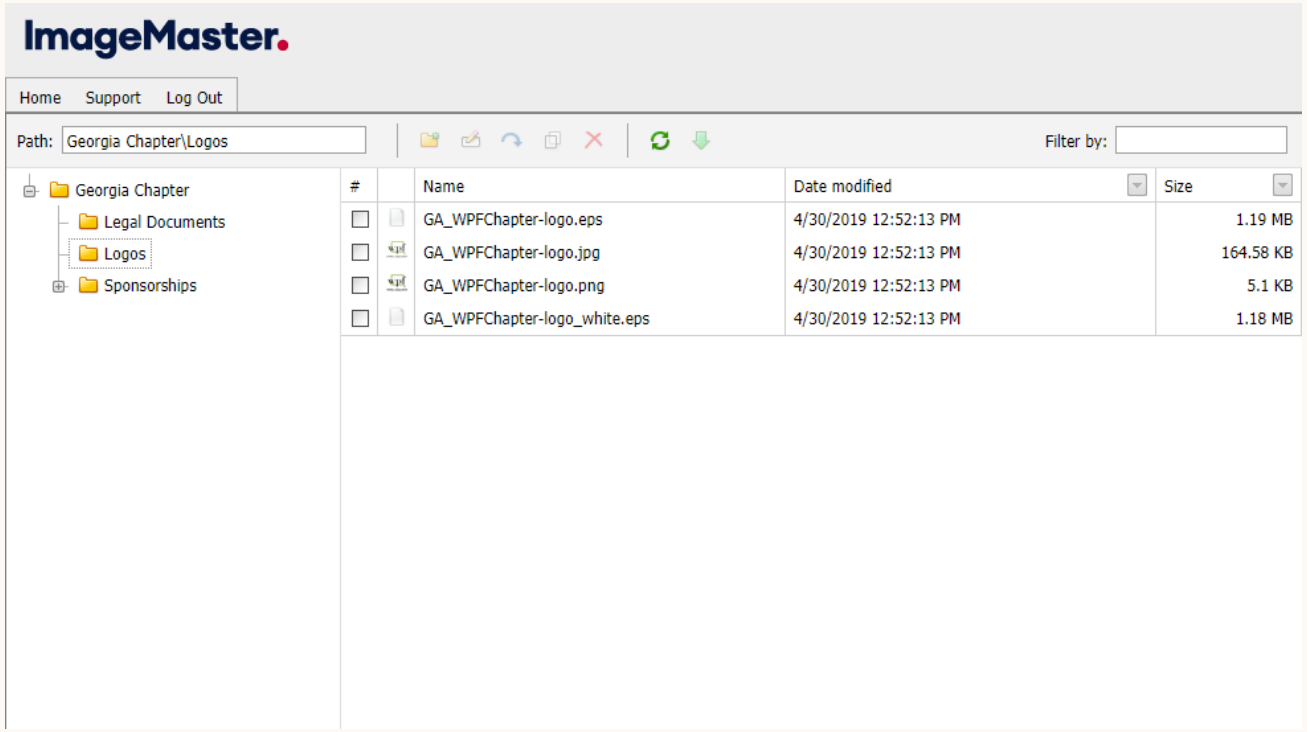
AVAILABLE HERE

On footer of your chapter's website



CHAPTER LOGO

In “Logos” folder of your Document Repository.



CHAPTER LOGO

File formats

JPEG, PNG

For digital content such as emails, website, social media.

EPS (aka vector)

For physical printing, promotional items and large banners.

CREATING AND POSTING YOUR EVENTS

EVENTS

Step 1. **Create** your event on EventBrite

Step 2. **Post** event on Membership Works

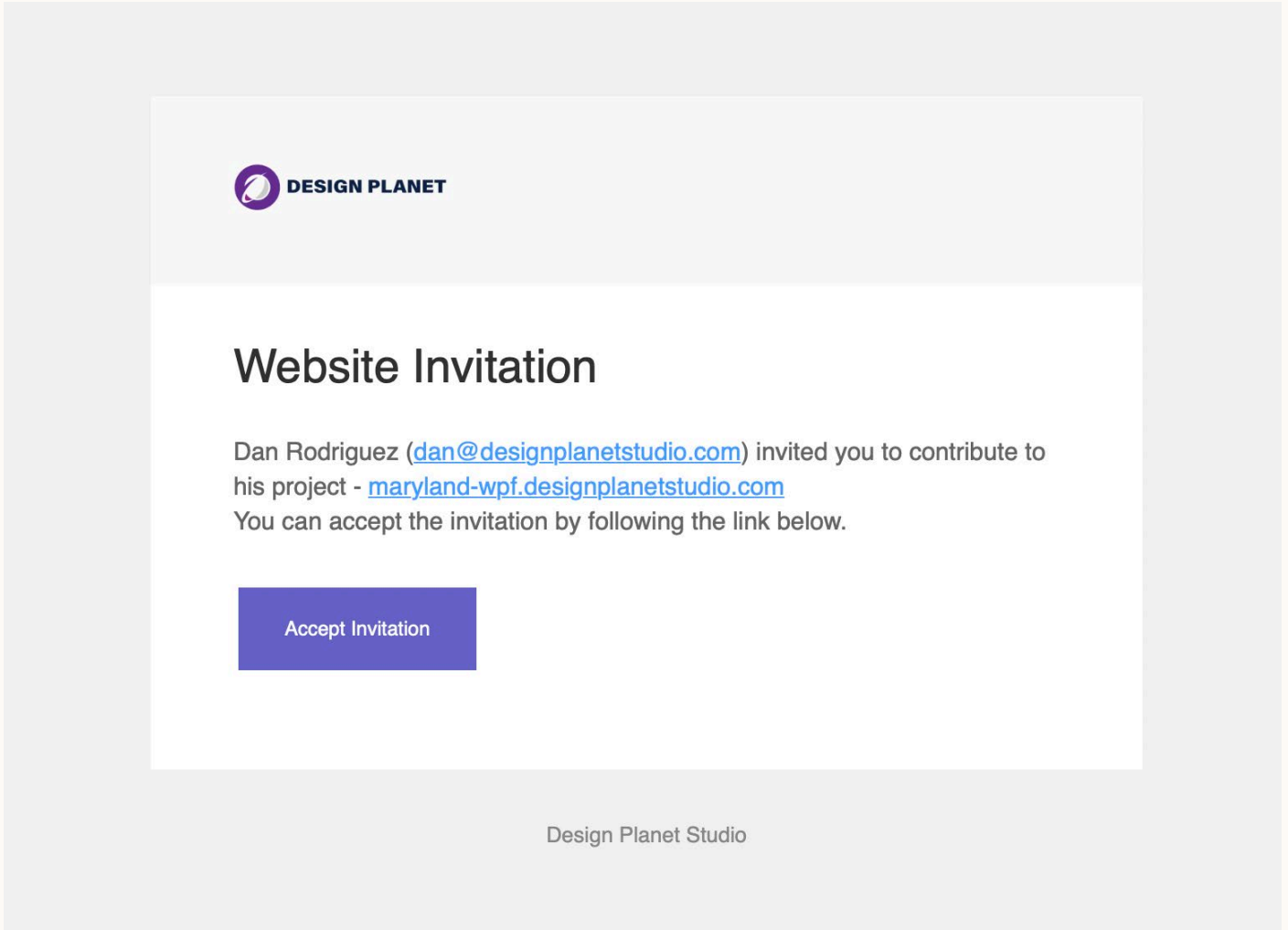
Promote

Ex. Email Marketing and Linkedin

EDITING YOUR WEBSITE

Keep your site up-to-date

WEBSITE ADMIN ACCESS



EMAIL MARKETING

EMAIL MARKETING

- We are transitioning from MailChimp to Design Planet Studio
- Export your email list from MailChimp
- Send your CSV file to Dan Rodriguez
- Dan will import your list to Design Planet Studio

TIPS & TRICKS

with Lillie Jo Krest

SUMMARY

- Remember to access Chapter Resource web page for training and updates www.wpfc.com/chapter-resources
- Fill out and upload “Cheat Sheet” to your Document Repository. It will be an excellent reference tool.
- If you have questions reach out to the VP of Chapters or info@wpfc.com.

THANK YOU